



WTIC-TV

## ORDER

Print Date 09/24/12

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Flight Dates 09/25/12-10/01/12

Contract / Revision 390842 / FRIENDS OF ELIZ ESTY

Original Date / Revision 09/24/12 09/24/12 Agency Com 15%

Advertiser E Esty/D/5th Dist/Congress  
3050 K St NW  
Washington, DC 20007

Agency Greer Margolis &amp; Mitchell, Ir

Buying Contact  
3050 K St NW  
Washington, DC 20007  
Sales Office TWDC  
Sales Region National  
Agency Ref

Order Sep 00:15:00

Estimate # 1864

Alt Order # 06334104

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 14% Market Value 56892

Competing Station	% of Order	Amount
2WCCT	1%	568
3WFSB	43%	24463
4WVIT	15%	8533
5WTNH	27%	15361
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	15	\$6,770.25	\$7,965.00	0.00	08/27/12	09/30/12	15	\$6,770.25	\$7,965.00
Totals	15	\$6,770.25	\$7,965.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	09/25/12	09/28/12	M-F News at Ten News at Ten	CM	10p-11p	- TWTF - -	:30	2	\$1,200.00	01	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	- TWTF - -		2		\$1,200.00		0.00					
E 2	61	09/25/12	09/28/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	- TWTF - -	:30	1	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	- TWTF - -		1		\$175.00		0.00					
E 3	61	09/25/12	09/28/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	- TWTF - -	:30	1	\$165.00	01	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	- TWTF - -		1		\$165.00		0.00					
E 4	61	09/25/12	09/28/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	- TWTF - -	:30	2	\$275.00	01	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	- TWTF - -		2		\$275.00		0.00					
E 5	61	09/25/12	09/28/12		CM	6a-7a	- TWTF - -	:30	2	\$100.00	01	0.00	NM	2	\$200.00



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Contract / Revision **390842** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:15:00

Advertiser **E Esty/D/5th Dist/Congress** Product **FRIENDS OF ELIZ ESTY** Estimate # **1864**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6a-7a M-F 6a-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -					2	\$100.00		0.00			
E 6	61	09/25/12	09/28/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	- TWTF - -	:30	1	\$275.00	01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -					1	\$275.00		0.00			
E 7	61	09/25/12	09/28/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	- TWTF - -	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -					1	\$200.00		0.00			
E 8	61	09/25/12	09/28/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	- TWTF - -	:30	2	\$125.00	01	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -					2	\$125.00		0.00			
E 9	61	09/29/12	09/30/12	Sa/Su 7a-9a Weekend I Sa/Su 7a-9am Weekend I	CM	7a-9a	- - - - - SS	:30	1	\$50.00	01	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - - - SS					1	\$50.00		0.00			
E 10	61	09/29/12	09/29/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	- - - - - 1 -	:30	1	\$700.00	01	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - - - 1 -					1	\$700.00		0.00			
E 11	61	09/27/12	09/27/12	Thur Prime A X-Factor	CM	8p-9p	- - - 1 - - -	:30	1	\$3,000.00	01	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - 1 - - -					1	\$3,000.00		0.00			
													Totals	15	\$7,965.00